

CONSUMER BEHAVIOR AND MARKETPLACE STUDIES, BS

ADVISING AND CAREERS

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ADVISING & CAREER CENTER

The Advising & Career Center (ACC) fosters undergraduate students' personal, academic, and professional development. Through advising, academic planning, and career education, we support students as they navigate the college experience – from exploring our majors as prospective students to becoming Human Ecology alumni.

Academic Advising

Each Human Ecology student is assigned to an academic advisor in the Advising & Career Center. Human Ecology academic advisors support academic and personal success by partnering with current and prospective Human Ecology students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

To explore academic advising resources or schedule an appointment with an academic advisor, visit Advising in Human Ecology (<https://advising.humanecology.wisc.edu/academics/apply/>).

Career Development

Each Human Ecology student is assigned to a career advisor in the Advising & Career Center. Active engagement in the career development process is a vital component of a student's personal growth in college and future success as a lifelong learner, professional, and global citizen. Human Ecology career advisors help prepare students for life post-graduation through individual and group advising and integration of career readiness throughout our curriculum.

To explore career development resources or schedule an appointment with a Human Ecology career advisor, visit Career Development (<https://advising.humanecology.wisc.edu/careers/scheduling/>).

Potential career areas could be, and are not limited to:

- Consumer Insights and Analytics
- Merchandise Buying and Planning
- Product Development
- Brand Management
- Media and Public Relations
- Corporate Social Responsibility
- Digital, Social Media, and Content Development Marketing
- Consulting
- Entrepreneurship

Other Career Resources

Kohl's Center for Retailing Excellence – connects industry partners with students to develop forward-thinking leaders of the future.

NRF University Member – The NRF Foundation provides the skills and resources needed for a life-changing career. As NRF's nonprofit 501(c)(3),

they connect people to an industry that's a great place to start and a great place to grow. Together, they help people build better lives and stronger communities.

Fashion Scholarship Fund Member – The Fashion Scholarship Fund awards scholarships to help FSF Member School students succeed in all sectors of the industry including design, merchandising, marketing analytics, and business strategy. The FSF also provides scholars with a wide range of internship and career opportunities, mentorship, networking, professional development, and unprecedented access to the industry's most influential leaders and companies.